

A TEST OF A REVISED BLEND OF
"CM" CIGARETTES AMONG
PHILIP MORRIS AND OTHER OFFICE EMPLOYEES

ELMO ROPER

August 1954

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Mr. Wirt Hatcher

August 20, 1954

Hugh Cullman X

Evaluation and Tables - Second CM Test

Attached herewith is an Analysis and Report on the second test of the CM blend by Philip Morris employees and employees of Cecil & Presbrey and Alfred D. McKelvy Co.

Your particular attention is invited to "A Brief Discussion" (pages III to VI) and to the Comparative Tables (pages 7, 9, 13, 14 and 16).

HC:ms
Enclosure

cc: Mr. J. P. Cullman 3rd.
Mr. G. Weissman
Mr. J. T. Clemence
Mr. R. Millhiser
Mr. J. Latham

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PHILIP MORRIS & CO. LTD. INC.
RESEARCH & DEVELOPMENT
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A TEST OF A REVISED BLEND OF
"CM" CIGARETTES AMONG
PHILIP MORRIS AND OTHER OFFICE EMPLOYEES

Prepared for
PHILIP MORRIS & CO. LTD., INC.

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FOREWORD

The purpose of this little study was to test, in a limited way, people's reactions to a revised CM cigarette. An earlier version of the CM cigarette was tested among 103 Philip Morris employees several weeks prior to this study. The results of this earlier test are contained in a report entitled "A Test of 'CM' Cigarettes among Company and Agency Employees," dated July, 1954. This second version of the CM cigarette was tested in essentially the same manner as was the earlier version among 112 Philip Morris employees, most of whom had participated in the earlier test, and in addition among 46 Cecil & Presbrey employees and 25 McKelvy Company employees. The Cecil & Presbrey and McKelvy employees were included in the survey for the purpose of gaining some knowledge as to how representative Philip Morris employees' opinions on cigarettes are, as compared with people in general.

In most of the tables that follow, three sets of results are shown. In the first column are the answers of Philip Morris employees from this second test in which the revised CM cigarette was used (referred to on the table as "CM-2"). In the second column are the answers of Philip Morris employees in the first test in which the earlier version of the CM cigarette (CM-1) was used. In the third column are the answers of the Cecil & Presbrey and McKelvy employees on this current test. Hence, comparisons can be made in two ways. The change in reaction of Philip Morris employees from the first to the second blend may be seen, and the similarity or lack thereof between Philip Morris employees' and non-Philip Morris employees' answers may be seen.

In this second study, cigarettes were distributed to respondents on Wednesday afternoon, August 11. Respondents were interviewed Friday morning, August 13. (This time span is essentially the same as on the first test.)

In the original study, the results were presented in terms of actual counts, rather than percentages, because of the small numbers of people involved and the

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statistical inaccuracy therefore inherent in the results. In this study, however, results are percentaged despite the small bases, because it would be nearly impossible to make comparisons if actual counts were shown. The reader is cautioned, however, that the numbers of people are so small in the tables that follow that the percentages are subject to a rather wide degree of error--even assuming that the samples of people interviewed are representative of smokers in general.

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A BRIEF DISCUSSION

Note: The following discussion is not intended as a substitute for the careful reading of the tables themselves. Since it is entirely possible that you might arrive at different conclusions than we have, we strongly urge a careful study of the tables.

Because of the relatively small numbers of people interviewed, because of the question that exists as to whether these small numbers of people are typical of smokers in general, and because of the lack of validated previous experience with the questions asked on this study, the results of this study cannot be considered a definitive rating of the CM-2 cigarette. At best, the results of the study should be regarded as only suggestive of people's attitudes toward it, and in our opinion significance should be attached only to those criticisms of the cigarette that seem logical to--and do not conflict with the experience of--the experts at Philip Morris who are charged with producing an acceptable product. In short, the results should, in our opinion, be viewed as "matters to consider" and not as clear-cut directives to make changes.

While the rest of this discussion will concern itself with the criticisms voiced about the CM-2 cigarette, it should be mentioned that the cigarette seems more acceptable to Philip Morris employees than did the CM-1 cigarette (p. 5). If Philip Morris employees are representative of cigarette smokers in general (and we still have grave doubts that they are), this is a healthy sign.

There appear to us to be three "major" criticisms or faults with the CM-2 cigarette. To state them as briefly as possible (and not necessarily in order of importance), they are:

- (1) The cigarette appears to be a little too loosely packed.
- (2) The cigarette appears somewhat too sweet in flavor.
- (3) The cigarette appears not quite strong enough in taste.

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That the cigarette is too loosely packed is indicated in several places. Many people volunteered that it was loosely packed (p. 9). Some volunteered that it burned too fast (p. 9); that it was too hot (p. 9). The most frequently stated criticism in the word-association test which contained derogatory words was "loose bits of tobacco" (p. 14). And when respondents were asked the direct question as to whether the cigarettes were "too tightly packed, about right, or not tight enough," practically no one said "too tight" and a great many said "not tight enough" (p. 16). This was particularly true of Philip Morris employees. While it appears that the cigarette could be more tightly packed, we would caution against packing it as tightly as Philip Morris employees might like, since they are used to one of the tightest packed cigarettes in the industry.

There are also several bits of evidence that indicate the cigarette may be too sweet tasting. One of the more frequently volunteered criticisms of the non-Philip Morris employees was that the cigarette is too sweet (p. 9). On both the "good" word-association test and on the "bad" word association test, "sweet" and "too sweet" got relatively high ratings, particularly among the non-Philip Morris employees. More Philip Morris employees this time than last chose the word "sweet"; many more non-Philip Morris employees used this word to describe the CM-2 than to describe their own brands (p. 13); and a rather high percentage of non-Philip Morris employees picked "too sweet" from the list of "bad" words (p. 14).

The third criticism stated above--lack of flavor--is harder to document than either of the first two. This criticism is more inferred than stated. There is no clear-cut criticism of the cigarette in terms of its being lacking in taste. At the same time, very few people give it a high rating on having good taste or flavor. The cigarette is praised largely in terms of mildness and very little in terms of taste. The non-Philip Morris employees, particularly, failed to cite good taste as an asset of this cigarette (p. 7). The number of people picking either "good tasting" or "full, rich flavor" to describe this cigarette in the word-association question is significantly lower than the number picking these words for their own brands (p. 13). While it might be expected that people would

lower-rate the test cigarette than their own cigarette, it can be seen that this is not the case as far as the word "mild" is concerned. It is this fact, as much as any, that causes us to suggest that possibly the cigarette should have a little more flavor. It appears that the changes that were made in taste from the CM-1 to the CM-2 produced on balance a favorable response to the cigarette. The changes reduced rather sharply several of the criticisms of the earlier version of the cigarette. Fewer people criticize the cigarette as being "too strong" (p. 9), as being "harsh," as being "too hot," as "biting," as "too heavily flavored" (all p. 9). At the same time, however, it appears that possibly the CM-2 went a little too far in correcting these criticisms, and that the cigarette is now not only a little too loosely packed, somewhat too sweet, but also a little lacking in taste. Possibly a high mildness rating has been obtained at the expense of taste.

The results of this study, in addition to throwing some light on the cigarette itself, also provide further and more concrete evidence concerning the typicality of Philip Morris employees for cigarette testing purposes. In this study, there are fortunately enough non-Philip Morris employees so that conclusions can be stated with a somewhat greater degree of confidence than they were advanced after the first study. The additional evidence on this subject in this survey tends to confirm our previous judgment that Philip Morris employees are not typical of cigarette smokers in general. They are more mildness oriented, and more critical or expert in the aspects of a cigarette which they comment on than are non-Philip Morris employees. Although no more Philip Morris employees say that mildness is important to them than do non-Philip Morris employees (p. 3), they show a greater emphasis on it in other ways. They volunteered that they liked the CM-2 because it was mild to a greater extent than did the non-Philip Morris employees (p. 7). Whether sweetness is akin to mildness, we don't know, but at any rate a further indication of difference may be found in the fact that no Philip Morris employees volunteered that the cigarette was too sweet, while a substantial number of non-Philip Morris employees did (p. 9). Philip Morris employees also describe the CM-2 as loosely packed more

often than do non-Philip Morris smokers (p. 16). Philip Morris employees again in this study appear to be overly expert, as indicated by their greater number and variety of free-hand answers of both a positive and a negative nature (pages 7 & 9).

But, even making allowances for the atypical nature of the major portion of the testers, the study suggests that the CM-2 could be---

---a little tighter packed

---less sweet

---a little more flavorful.

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COMPARATIVE TABLE

1.

1. What brand of cigarettes do you now smoke most often?

	<u>Philip Morris</u>		<u>C&P, McK</u>
	<u>Test of</u>	<u>Test of</u>	<u>Test of</u>
	<u>CM-2</u>	<u>CM-1</u>	<u>CM-2</u>
Number of respondents	112 (100%)	103 (100%)	71 (100%)
	%	%	%
<u>Brand most often smoked:</u>			
CAMEL	-	-	4
CHESTERFIELD (REG.)	1	-	18
CHESTERFIELD (KING)	-	-	7
DUNHILL	-	1	1
LUCKY STRIKE	-	-	3
MARLBORO	12	13	3
OLD GOLD	-	-	3
PALL MALL	-	-	18
PARLIAMENT (REG.)	13	10	-
PARLIAMENT (KING)	20	13	1
PHILIP MORRIS (REG.)	30	33	8
PHILIP MORRIS (KING)	23	31	1
SPUD	-	-	-
OTHER	1	1	35

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COMPARATIVE TABLE

2.

2. About how many cigarettes a day do you usually smoke?

	Philip Morris		C&P, McK
	Test of CM-2	Test of CM-1	Test of CM-2
Number of respondents	112 (100%)	103 (100%)	71 (100%)
	%	%	%
6 OR LESS	10	10	6
7 - 15	20	20	32
16 - 25	41	36	41
26 - 35	20	17	14
36 - 45	6	11	6
46 - 55	2	4	-
56 OR MORE	1	2	1
DON'T KNOW	-	-	-

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COMPARATIVE TABLE

3.

4a. Is mildness something that you particularly look for in a cigarette or not?

	<u>Philip Morris</u>		<u>C&P, McK</u>
	<u>Test of</u> <u>CM-2</u>	<u>Test of</u> <u>CM-1</u>	<u>Test of</u> <u>CM-2</u>
Number of respondents:	112 (100%)	103 (100%)	71 (100%)
	%	%	%
LOOK FOR MILDNESS	71	68	73
DON'T PARTICULARLY LOOK FOR MILDNESS	28	30	27
DON'T KNOW	-	2	-
NO ANSWER	1	-	-

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COMPARATIVE TABLE

4.

4b. When you think of a "mild" cigarette, do you think of one that is mild tasting, or easy on your throat or what?

	Philip Morris		C&P, McK
	Test of CM-2	Test of CM-1	Test of CM-2
Number of respondents	112 (100%)	103 (100%)	71 (100%)
	%	%	%
MILD TASTING	<u>44</u>	<u>35</u>	<u>38</u>
EASY ON YOUR THROAT	<u>72</u>	<u>71</u>	<u>73</u>
OTHER	<u>13</u>	<u>15</u>	<u>8</u>
(Detailed answers for CM-2 only)			
Easy on nose (also)	5		-
Smooth smoking, not harsh	3		-
No bad after effects	3		1
No taste	1		1
Mildness balanced with flavor	1		-
Do not get hot feeling	1		-
Tobacco doesn't bite tongue	-		1
Everything pertaining to mildness	-		1
No acrid taste	-		1
Easy on lungs	-		1
DON'T KNOW	2	-	-

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Notes: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

COMPARATIVE TABLE

5.

5. How would you say the CM cigarettes compare to the cigarettes you usually smoke? Do you like them a lot better, a little better, about the same, not quite as well, or not nearly as well as the cigarettes you usually smoke?

	Philip Morris		C&P, McK
	Test of CM-2	Test of CM-1	Test of CM-2
Number of respondents	112 (100%)	103 (100%)	71 (100%)
	%	%	%
LOT BETTER	-	2	1
LITTLE BETTER	6	4	-
ABOUT THE SAME	22	19	20
NOT QUITE AS WELL	39	35	38
NOT NEARLY AS WELL	33	40	41
DON'T KNOW	-	-	-

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5. How would you say the CM cigarettes compare to the cigarettes you usually smoke? Do you like them a lot better, a little better, about the same, not quite as well, or not nearly as well as the cigarettes you usually smoke?

	Total sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	182 (100%)	93 (100%)	89 (100%)
	%	%	%
LOT BETTER	1	2	1
LITTLE BETTER	3	1	3
ABOUT THE SAME	21	20	25
NOT QUITE AS WELL	39	44	33
NOT NEARLY AS WELL	36	33	38
DON'T KNOW	-	-	-

Note: Sex for one respondent not ascertained.

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COMPARATIVE TABLE

7.

6. What things did you like about the CM's?

	Philip Morris		C&P, McK
	Test of CM-2	Test of CM-1	Test of CM-2
Number of respondents	112 (100%)	103 (100%)	71 (100%)
	%	%	%
MILD, NOT STRONG	46	35	34
GOOD TASTE, FLAVOR	31	16	10
LIKED TIP, IVORY TIP	15	15	20
PACKED WELL, FIRMLY	8	6	6
DRAWS EASILY	6	7	6
SMOOTH	5	8	2
LIKED LENGTH--KING SIZE	5	7	17
EASY ON THROAT	5	5	2
NO BAD AFTER-EFFECTS--TASTE	4	2	3
NO BITE, IRRITATION	4	2	-
SATISFYING	4	2	-
SIMILAR TO OWN BRAND	3	3	3
FRESH	2	2	-
LIKED ONLY FIRST CIGARETTES OR PUFFS	2	2	-
CLEAN	2	2	-
THE PACKAGING--SNAP OPEN PACK	2	-	8
REFRESHING	2	-	-
LAST LONGER, BURN SLOWER	1	3	-
GOOD AROMA--BURLEY TOBACCO	1	2	4
SLIGHTLY MENTHOLATED	1	2	-
COOL	1	1	-
BURNS EVENLY, NICELY	1	-	2
SWEET TASTE	1	-	-
DIFFERENT FLAVOR	1	-	-
NOT BAD, ALL RIGHT (NO FURTHER INFORMATION)	1	-	-
NO LOOSE TOBACCO	-	1	2
GRACEFUL AND DIFFERENT LOOKING	-	-	3
ASHES STAY ON WELL	-	-	2

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/ntgk0000>

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6. What things did you like about the CM's?

	Total sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	182 (100%)	93 (100%)	89 (100%)
	%	%	%
MILD, NOT STRONG	41	37	46
GOOD TASTE, FLAVOR	23	26	20
LIKED TIP, IVORY TIP	17	16	18
LIKED LENGTH--KING SIZE	10	6	13
PACKED WELL, FIRMLY	7	3	11
DRAWS EASILY	6	6	6
SMOOTH	4	4	3
EASY ON THROAT	4	4	3
THE PACKAGING--SNAP OPEN PACK	4	4	4
NO BAD AFTER-EFFECTS--TASTE	3	4	2
SATISFYING	3	4	1
SIMILAR TO OWN BRAND	3	3	2
NO BITE, IRRITATION	2	2	2
GOOD AROMA--BURLEY TOBACCO	2	3	1
FRESH	1	2	-
LIKED ONLY FIRST CIGARETTES OR PUFFS	1	2	-
CLEAN	1	1	1
REFRESHING	1	1	1
LAST LONGER, BURN SLOWER	1	-	1
SLIGHTLY MENTHOLATED	1	1	-
COOL	1	-	1
BURNS EVENLY, NICELY	1	2	-
SWEET TASTE	1	1	-
DIFFERENT FLAVOR	1	1	-
NOT BAD, ALL RIGHT (NO FURTHER INFORMATION)	1	1	-
NO LOOSE TOBACCO	1	-	1
GRACEFUL AND DIFFERENT LOOKING	1	-	2
ASHES STAY ON WELL	1	1	-

Note: Percentages add to more than 100% because some respondents gave more than one answer.

COMPARATIVE TABLE

9.

7. What things did you dislike about the CM's?

	Philip Morris		C&P, McK
	Test of CM-2	Test of CM-1	Test of CM-2
Number of respondents	112 (100%) %	103 (100%) %	71 (100%) %
LOOSELY PACKED	22	15	17
DON'T LIKE KING SIZE	19	15	10
TOO STRONG	10	14	13
DON'T LIKE TIP	9	19	15
HARSH, IRRITATED THROAT, NOSE	9	15	11
TASTELESS, NO FLAVOR	7	11	4
TOO MILD	7	8	11
BURNS TOO FAST	6	2	4
LOOSE TOBACCO ON TONGUE, IN MOUTH	5	4	4
TOO HOT	4	8	4
DID NOT LIKE TASTE	4	6	10
BITING	4	5	6
BAD AFTER-TASTE	4	4	10
PREFER FILTER TIP, WANT FILTER	4	3	13
WENT OUT EASILY	3	3	-
TASTES "ODD"	3	-	-
WRONG END UP, LIGHT WRONG END	2	4	-
TOO HEAVILY FLAVORED	1	4	-
BITTER TASTE	1	2	-
DRY	1	2	2
UNPLEASANT AROMA	1	-	2
NOT ENOUGH CHARACTER	1	-	-
BURNS UNEVENLY	1	-	-
SOUR TASTE	1	-	-
NOT SO GOOD AS REGULAR BRAND	1	-	-
"TIRESOME FLAVOR"	1	-	-
DIFFICULT TO FIT IN HOLDER	1	-	-
TOO SWEET	-	-	10
DON'T LIKE SNAP-OPEN PACK	-	-	2
MADE ME ILL	-	-	3
DIFFICULT TO DRAW	-	-	2
NOTHING OR DON'T KNOW	21	15	10

Note: Percentages add to more than 100% because some respondents gave more than one answer.

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7. What things did you dislike about the CM's?

	Total sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	182 (100%)	93 (100%)	89 (100%)
	%	%	%
LOOSELY PACKED	20	22	19
DON'T LIKE KING SIZE	15	23	8
DON'T LIKE TIP	12	13	10
TOO STRONG	11	8	15
HARSH, IRRITATED THROAT, NOSE	10	10	10
TOO MILD	9	8	10
DID NOT LIKE TASTE	7	3	10
PREFER FILTER TIP, WANT FILTER	7	2	12
TASTELESS, NO FLAVOR	6	9	3
BAD AFTER-TASTE	6	5	7
BURNS TOO FAST	5	2	9
LOOSE TOBACCO ON TONGUE, IN MOUTH	5	6	3
TOO HOT	4	3	4
BITING	4	4	4
TOO SWEET	4	2	6
WENT OUT EASILY	2	1	2
TASTES "ODD"	2	2	1
WRONG END UP, LIGHT WRONG END	1	2	-
TOO HEAVILY FLAVORED	1	1	-
BITTER TASTE	1	-	1
DRY	1	1	1
UNPLEASANT AROMA	1	2	-
NOT ENOUGH CHARACTER	1	1	-
BURNS UNEVENLY	1	-	1
SOUR TASTE	1	-	1
NOT SO GOOD AS REGULAR BRAND	1	-	1
"TIRESOME FLAVOR"	1	1	-
DIFFICULT TO FIT IN HOLDER	1	-	1
DON'T LIKE SNAP-OPEN PACK	1	-	1
MADE ME ILL	1	-	2
DIFFICULT TO DRAW	1	-	1
NOTHING OR DON'T KNOW	17	18	16

Note: Percentages add to more than 100% because some respondents gave more than one answer.

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COMPARATIVE TABLE

11.

8. What did you think of the tips on these cigarettes, either the way they felt in your mouth, or the way they looked, or anything else?

	Philip Morris		C&P, McK
	Test of CM-2	Test of CM-1	Test of CM-2
Number of respondents	112 (100%)	103 (100%)	71 (100%)
	%	%	%
<u>Reasons for liking tips:</u>			
FEELS GOOD IN MOUTH	20	21	6
JUST LIKE THEM (NO FURTHER INFORMATION)	10	12	17
LOOK GOOD, ATTRACTIVE	10	12	10
DON'T STICK TO LIPS	10	7	17
SMOOTH	6	3	7
NOT SLIPPERY	4	5	3
LIKE COLOR, IVORY	4	3	2
FIRM	2	-	3
KEEPS END DRY	1	1	3
LENGTH GOOD	1	-	-
OTHER	-	2	-
<u>Reasons for disliking tips:</u>			
TOO SLIPPERY, FEEL SLIPPERY	19	17	18
DON'T LIKE COLOR--IVORY	15	9	4
JUST DON'T LIKE TIPS (NO FURTHER INFORMATION)	11	11	17
WRONG END UP	9	1	7
PREFER FILTER TIP, WANT FILTER	5	-	4
DON'T LIKE LOOKS	4	5	6
DOESN'T FEEL FIRM	4	2	2
TIP TOO LONG	4	-	2
TIP TOO SHORT	3	8	-
FEEL BAD IN MOUTH	2	7	3
POOR TEXTURE	2	-	2
TOO SMOOTH	1	1	3
DOESN'T LIKE TASTE	-	3	2
DON'T KNOW	4	7	6

Note: Percentages add to more than 100% because some respondents gave more than one answer.

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8. What did you think of the tips on these cigarettes, either the way they felt in your mouth, or the way they looked, or anything else?

	Total sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	182 (100%)	93 (100%)	89 (100%)
	%	%	%
<u>Reasons for liking tips:</u>			
FEELS GOOD IN MOUTH	14	18	10
JUST LIKE THEM (NO FURTHER INFORMATION)	13	14	11
DON'T STICK TO LIPS	13	12	13
LOOK GOOD, ATTRACTIVE	10	10	10
SMOOTH	7	4	9
NOT SLIPPERY	3	2	4
LIKE COLOR, IVORY	3	-	6
FIRM	2	4	-
KEEPS END DRY	2	-	3
LENGTH GOOD	1	1	-
<u>Reasons for disliking tips:</u>			
TOO SLIPPERY, FEEL SLIPPERY	19	19	18
JUST DON'T LIKE TIPS (NO FURTHER INFORMATION)	13	19	7
DON'T LIKE COLOR--IVORY	11	6	16
WRONG END UP	8	11	6
PREFER FILTER TIP, WANT FILTER	5	2	8
DON'T LIKE LOOKS	5	9	1
DOESN'T FEEL FIRM	3	2	3
TIP TOO LONG	3	2	3
TIP TOO SHORT	2	1	2
FEEL BAD IN MOUTH	2	4	-
POOR TEXTURE	2	1	2
TOO SMOOTH	2	3	-
DOESN'T LIKE TASTE	1	1	-
DON'T KNOW	5	3	7

Note: Percentages add to more than 100% because some respondents gave more than one answer.

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3. Which of the words and phrases on this card do you personally think are particularly good for describing (present brand) ? (Card shown respondent) Any others?

and

9. Here is a card with a list of words and phrases on it. (Card shown respondent) Are there any words and phrases that you personally would say are particularly good for describing the way you feel about the CM cigarettes? Any others?

	Philip Morris			C&P, McK	
	CM-2		CM-1	CM-2	
	Answers about regular brand (Q.3)	Answers about test cig- arettes (Q.9)	Answers about test cig- arettes (Q.9)	Answers about regular brand (Q.3)	Answers about test cig- arettes (Q.9)
Number of respondents	112 (100%)	112 (100%)	103 (100%)	71 (100%)	71 (100%)
	%	%	%	%	%
GOOD TASTING	60	42	26	56	14
SATISFYING	59	20	13	58	11
MILD	58	51	43	51	55
NO BAD AFTER-EFFECTS	51	29	23	46	18
SMOOTH	34	26	19	25	27
CLEAN	33	19	14	15	7
FULL, RICH FLAVOR	32	17	11	13	4
QUALITY	22	5	9	10	7
FRESH	19	14	10	15	4
GOOD AROMA	13	13	9	11	11
CHARACTER	8	4	2	6	7
SWEET	6	7	5	3	14
DIFFERENT	4	11	15	4	27
GIVES YOU A LIFT	4	-	3	6	3
SPICY	1	2	4	2	10
STRONG	-	11	24	2	14
NONE OR DON'T KNOW	1	6	9	-	4

Note: Percentages add to more than 100% because some respondents gave more than one answer.

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COMPARATIVE TABLE

14.

10a. Here's a different list of words and phrases. (Card shown respondent)
Are there any of these words that you personally would say are particularly good for describing the CM cigarettes? Any others?

	Philip Morris		C&P, McK
	Test of CM-2	Test of CM-1	Test of CM-2
Number of respondents	112 (100%)	103 (100%)	71 (100%)
	%	%	%
LOOSE BITS OF TOBACCO	33	38	34
UNINTERESTING	13	12	11
TOO MILD	11	11	14
BAD AFTER-TASTE	11	15	25
BITING	10	14	13
IRRITATING	10	11	13
FLAT	8	10	11
TOO STRONG	8	12	13
HOT	5	12	4
TASTELESS	5	16	10
TASTES BAD	4	7	6
TOO SWEET	3	2	13
SOUR	1	3	-
STALE	-	1	4
NONE OR DON'T KNOW	34	18	15

Note: Percentages add to more than 100% because some respondents gave more than one answer.

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11. Were these CM cigarettes too tightly packed, about right, or not tight enough?

	Philip Morris		C&P, McK
	Test of CM-2	Test of CM-1	Test of CM-2
Number of respondents	112 (100%)	103 (100%)	71 (100%)
	%	%	%
TOO TIGHT	-	-	2
ABOUT RIGHT	55	47	61
NOT TIGHT ENOUGH	43	48	35
DON'T KNOW	2	5	-
NOT ASCERTAINED	-	-	2

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COMPARATIVE TABLE

15.

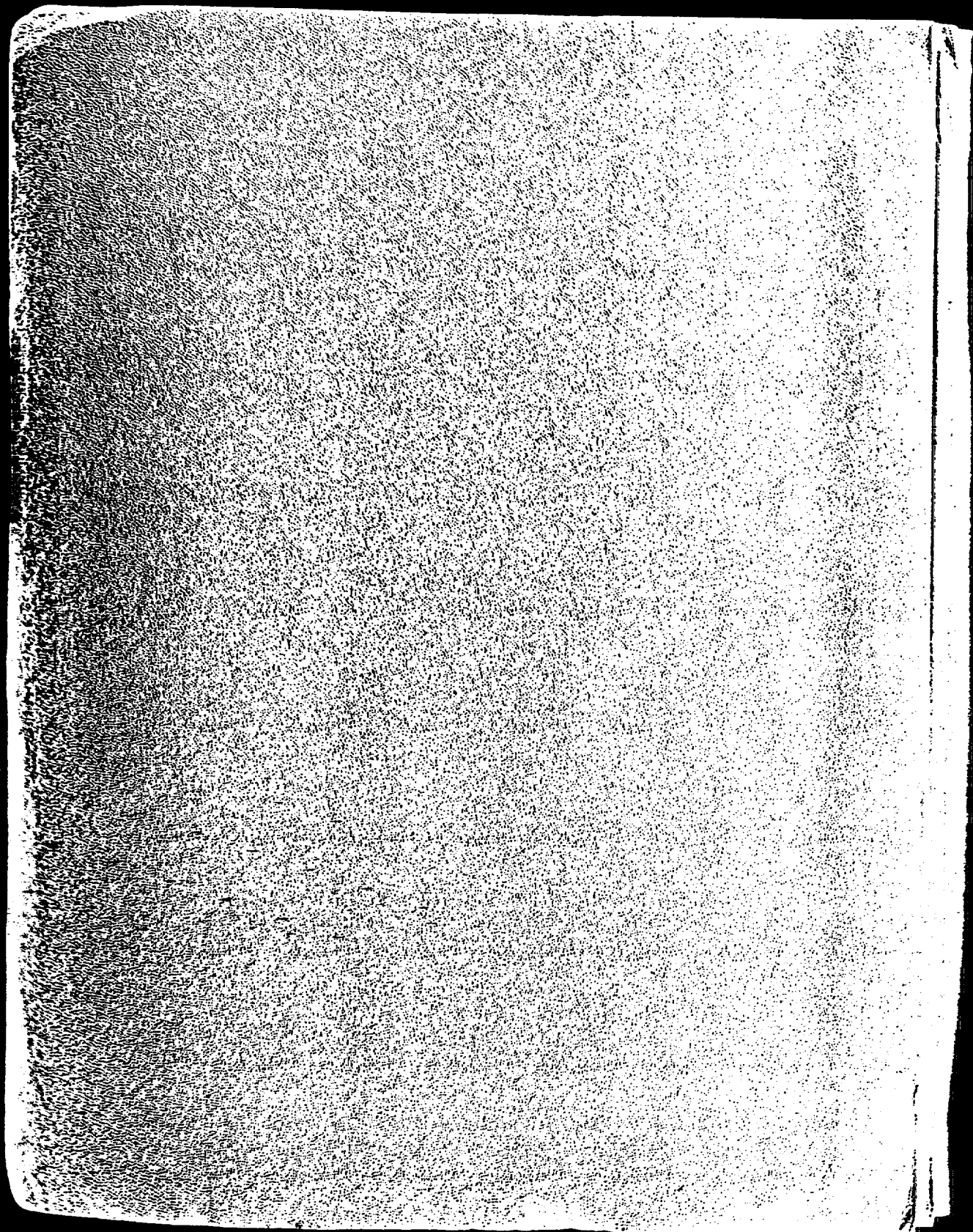
10b. When you say "irritating," do you mean the cigarette makes you cough, gives you a raw throat, irritates your nose, or what?

Asked of respondents who selected "irritating" as a word they would use to describe the "CM" blend

	<u>Philip Morris</u>		<u>C&P, McK</u>
	<u>Test of</u> <u>CM-2</u>	<u>Test of</u> <u>CM-1</u>	<u>Test of</u> <u>CM-2</u>
Number of respondents	11	9	13
	#	#	#
COUGH	<u>1</u>	-	-
RAW THROAT	<u>6</u>	<u>8</u>	<u>5</u>
IRRITATES NOSE	<u>4</u>	<u>3</u>	-
OTHER	<u>1</u>	<u>2</u>	<u>4</u>
Aggravates sinus	<u>1</u>		-
Irritates back of throat	-		1
Dries up throat	-		1
To lips	-		1
Leaves peculiar taste in mouth	-		1

Note: Figures on this table represent numbers of respondents only. Because of the small number asked this question they have not been percentaged.

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